



A glance at worldwide creative activity

Nielsen Ad Library Lite

Boasting creative from 16 major global markets, this easy-to-use software allows you to get a taste of the advertising images being used around the world.

Need insights into competitive creative activity in multiple countries? Nielsen makes it simple with Ad Library Lite. This easy-to-use software solution gives you a glance into what your competitors are saying – and how they're saying it – in 16 markets across the globe.

Simple access

Access print and TV creative from 16 markets at the touch of a button. Ad Library Lite captures creative at a local level, recording the advertiser and brand, as well as the category of activity, the type of ad and the key messages. Important images are recorded as keywords, allowing you to verify whether particular images have been used previously.

Our database is updated every day with the freshest TV, newspaper and magazine ads. Our coverage is constantly expanding: New ads are displayed on the Ad Library Lite homepage as they're captured.

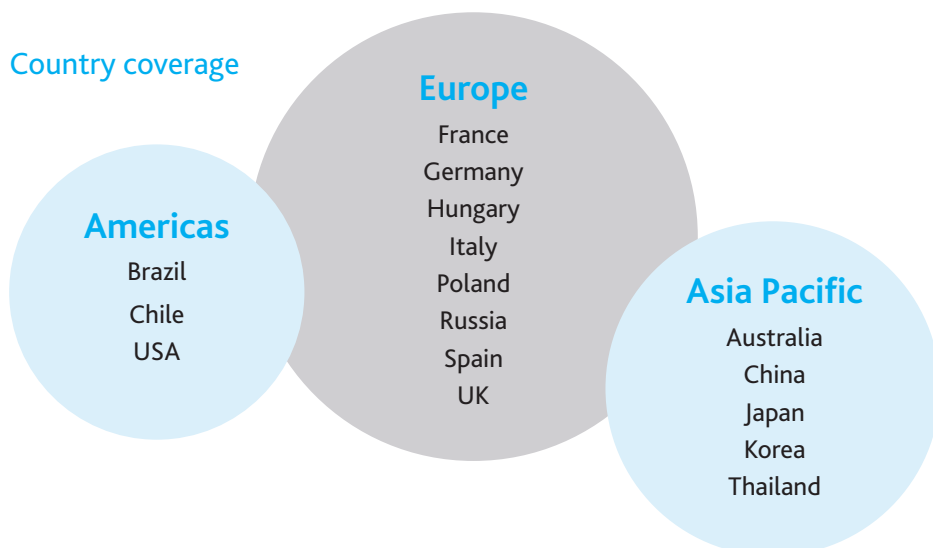
Regular rotation of TV channels and press titles guarantees the best sample.

Compare and analyze

Quickly scan through thumbnail images of press and TV ads and choose which ones you want to view and save. TV ads can be downloaded in either full-stream or storyboard format. Once you have a creative open, see it in context of all its competitors in a few simple clicks.

Ads captured are categorised according to message and style. Compare ads with similar themes, in categories such as event, announcement and special occasion advertising – or by persuasion method, such as abstract, parody etc.

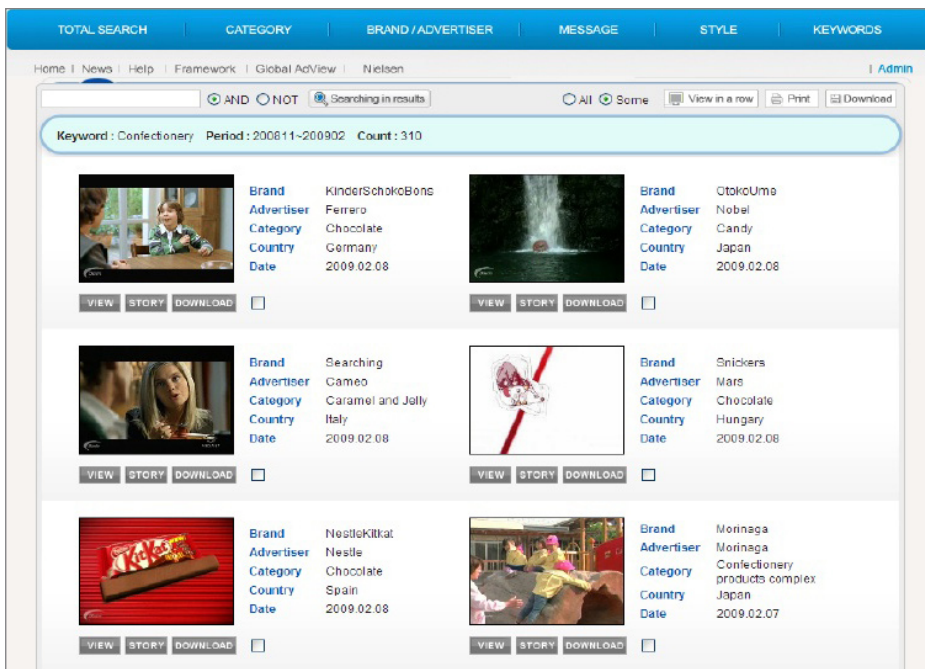
Country coverage



Easy to use software system to access print and television creative from 16 countries.

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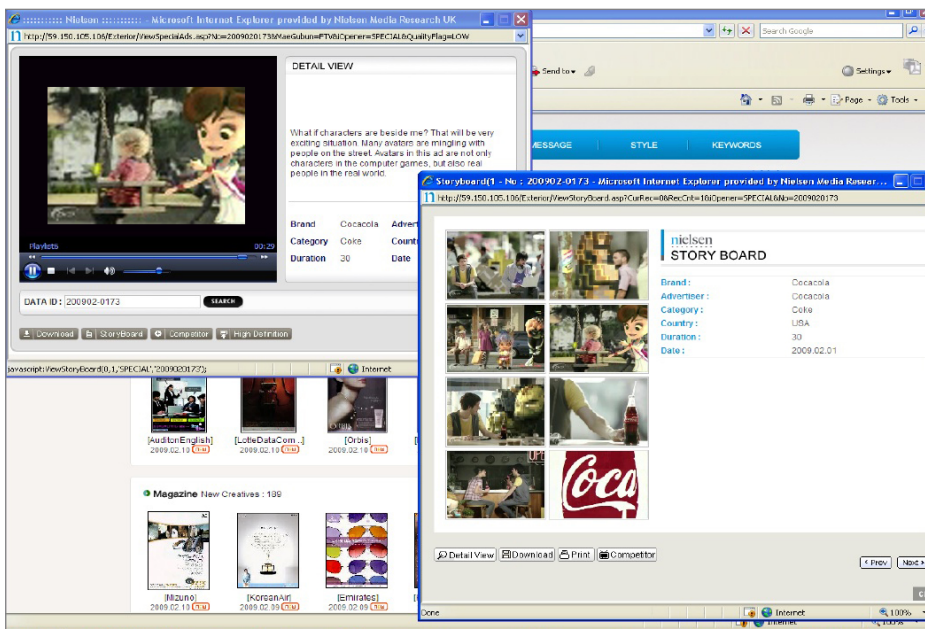
The search returns thumbnails and the user can select which ones to download and the format preferred.



Creatives updated daily
Sample the current creative activity
16 countries as standard

Major categories covered:

- Basic Materials
- Beverages, Preferred Foods & Cigarettes
- Chemicals
- Computers & Telecommunications
- Construction & Real Estate
- Cosmetics, Toiletries & Detergent
- Distribution
- Education & Welfare
- Electric Home Appliances
- Enterprise Groups
- Fashion
- Financing, Insurance & Securities
- Food
- Government & Associations
- Household goods
- Industrial equipment
- Pharmacy & Medical Institution
- Precision Machines & Office Equipment
- Publication
- Service
- Transportation Equipment



Users can subscribe to access licences for the system for three months, six months or a full year, with the choice to subscribe to all categories or to limit to those of particular interest.

For more information contact your Nielsen representative, or email globaladview@nielsen.com

